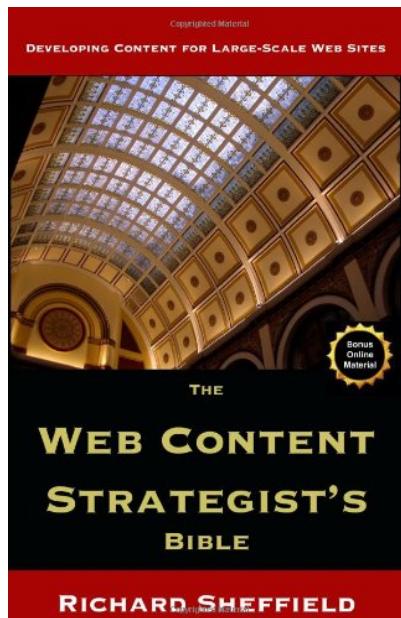


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Managing the creation and maintenance of the huge volume of Web content requires an understanding of not just Web writing, but of detailed, well-planned, realistic content development processes. Those practicing the new discipline of Web Content Strategy are being called upon to help Web development teams navigate this new editorial ecosystem where content not only has to be written, but also broken up into thousands of pieces that have to be reviewed, approved, repurposed, edited for search engines, translated, localized, and generated using a new and complex set of tools and techniques. The Web Content Strategist's Bible explains how the practice of Web content strategy can be used to effectively manage the size, scope, and cost of content-heavy Web development projects. Presented in an easy, readable style, the book focuses on asking the right questions and gathering relevant information needed for efficient project planning and development.

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